**Robert Lisy**

511 W. Comstock St, Seattle, WA 98119

(440) 476-2689 | roblisy@gmail.com

# Experience

**Nordstrom** Seattle, WA

*Data Scientist* August 2018 – current

* Statistical modeling and evaluation of marketing impact on revenue and customers in a multi-touch attribution model using Bayesian structural time series.
* Buy / No-Buy modeling for Nordstrom.com website
* Time series analysis using generalized additive modeling (Facebook’s Prophet) for channel level customer acquisition attribution.

*Marketing Analyst II* Mar 2017 – August 2018

* Visualize findings in Tableau / ggplot for business consumption off of S3, Redshift, Oracle, and Teradata data stores.
* Data pipelines / AWS infrastructure design and implementation for org-scale marketing projects including website impressions and marketing attribution.
* Lead Agile SCRUM adoption within marketing analytics for better work visibility and prioritization.

**Evolent Health** (fka Valence Health) Chicago, IL

*Business Intelligence Manager* Nov 2014-Dec 2016

* Manager of 15 member project team to replatform vQuest, Valence Health’s software as a service (SaaS) clinical cost and utilization intelligence tool. Production migration happened on time and under budget.
* Designed ETL, Data Modeling, and BI/metadata modeling for the BI data warehouse.
* Designed front end customer facing reports, including statistical controls, visual dashboards, financial reporting.
* Scripting and scheduling around data warehouse maintenance and upgrades.

**Safeguard Properties, LLC** Cleveland, OH

*Sr. Business Intelligence Analyst / GIS Lead* Nov 2012 – Nov 2014

* “C” level data mining, modeling and reporting on marketing, sales, legal, and operations data sets.
* Lead analyst / design / project management for Safeguard’s MapAlert GIS technology stack (https://mapalert.safeguardproperties.com/disasterviewer/).
* Advanced reporting development including use of statistical process control reports, ARIMA forecasting, and sentiment analysis in R.

**Avery Dennison** Mentor, OH

*Sr. Business Intelligence Analyst* Nov 2011 – Nov 2012

* General ledger data characterization and warehousing on profitability.
* Cognos 10 build and design of data cubes, reports, and queries.

**New York Community Bank** Cleveland, OH

*Business Intelligence Analyst* Aug 2010 – Nov 2011

* Developed branch profitability, location, and revenue models in SAS for branch network > 250 branches.
* Lead analyst on branch incentive reporting including research, design, triage, and client communications for > 2,500 employee branch incentive plan.
* Data visualizations using MapInfo and MapMaker GIS tools.

*IT Business Analyst II* May 2007 – Aug 2010

* Develop and implement business process improvement projects from end to end. Regular creation of use cases, data workflows, and interface mockup and designs.
* General ledger data characterization and warehousing on profitability.
* IT side requirements of mortgage improvements to data warehousing environment. Spec changes to star schema data warehouse structure.

# Education

**Case Western Reserve University** Cleveland, OH

*Master of Business Administration* 2008

Management Information Systems concentration, 3.8 GPA

**Denison University** Granville, OH

*Bachelor of Arts, English Literature* 2004

Speak conversational Spanish and Japanese

# Skills

* Agile software development, including Agile SCRUM and Kanban. Certified Agile Product Owner.
* Reporting and data visualizations using most BI tools (Microsoft Excel, Cognos, Tableau, MicroStrategy)
* Data warehousing, SQL, and relational databases, including MySQL, Oracle, SQL Server, Netezza, Teradata, and Amazon Redshift.
* Statistical programming, data visualizations, predictive forecasting in R
* Scripting tools for automation (Python, Bash, Powershell)
* Geographical information systems (ESRI ArcMap)